

## CLAIMS

The claims pending are as follows:

1. - 2. (Canceled).
3. (Withdrawn) A computer-readable medium having computer-executable instructions for performing steps comprising
  - receiving demographic information at a server;
  - the server comparing the demographic information received to demographic values stored in one or more rules clauses stored in one or more files stored in a package of files;
  - the server selecting files from the package based on the comparison; and
  - the server sending the selected files to a client, wherein the selected files contain one or more rules executed by the client to determine whether the one or more rules are satisfied by the client-based user data.
4. - 5. (Canceled).
6. (Currently Amended) A [~~rules-evaluation~~] system for displaying information on a user's computer, [~~said rules-evaluation system~~] comprising:
  - a client-server environment;
  - a rules-based agent operating on said user computer in said client-server environment and having a plurality of rules clauses for evaluating data, wherein the rules clauses comprise one or more required rules clauses and one or more optional rules clauses;
  - at least one targeted advertising trigger having functionality to notify the rules-based agent to begin evaluating said data;
  - a plurality of data providers to provide said data for evaluation; and

at least one action for providing information based upon the evaluated data, wherein an action is performed provided all the required rules clauses and at least one of the optional rule clauses are satisfied, and wherein at least one of the said at least one action comprises displaying a prompt associated with said target advertising trigger[s], and wherein said prompt leads to a sale.

7. (Original) The rules evaluation system of claim 6, wherein the trigger is based upon user activity.

8. (Original) The rules evaluation system of claim 6, wherein the trigger is based upon time.

9. (Original) The rules evaluation system of claim 6, wherein the trigger is based upon computer online activity.

10. (Original) The rules evaluation system of claim 6, wherein the trigger is based upon hardware present in the computer.

11. (Original) The rules evaluation system of claim 6, wherein the trigger is based upon software present in the computer.

12. (Original) The rules evaluation system of claim 6, wherein the rules clauses can be added dynamically.

13. (Original) The rules evaluation system of claim 6, wherein triggers can be added dynamically.

14. (Original) The rules evaluation system of claim 6, wherein data providers can be added dynamically.

15. (Original) The rules evaluation system of claim 6, wherein the wherein action can be added dynamically.

16. (Original) The rules evaluation system of claim 6, wherein the data provider detects a level of ink in the user's printer.

17. (Original) The rules evaluation system of claim 6, wherein the data provider detects a speed of the user's computer hard drive.
18. (Original) The rules evaluation system of claim 6, wherein the data provider detects an amount of memory installed on the user's computer.
19. (Original) The rules evaluation system of claim 6, wherein the data provider detects downloaded software.
20. (Original) The rules evaluation system of claim 6, wherein the action is a pop-up box displayed to the user.
21. (Original) The rules evaluation system of claim 6, wherein the action is an e-mail sent to the user.
22. (Original) The rules evaluation system of claim 6, wherein the action is a link related to a website presented to the user.
23. (Original) The rules evaluation system of claim 6, wherein the action is a video displayed on the user's computer.
24. (Canceled).